

Message Text

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PAGE 01 LAGOS 04770 231452Z

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FOR CHARLES JOHNSON USDOC

E.O. 11652: N/A
TAGS: BEXP, NI
SUBJECT: AMOFFICE TECH TECHNICAL SALES SEMINAR (TSS)

REF: LAGOS 4547

1. EMBOFF TALKED WITH THE MANAGING DIRECTOR OF IBM, LAGOS, HARRY JONES IN ORDER TO GET SOME DECISION AS TO THEIR PARTICIPATION IN THE AMOFFICE TECHNICAL SALES SEMINAR. MR. JONES EXPRESSED EXTREME DOOUBTS ABOUT THEIR PARTICIPATING. FIRST OF ALL, IBM IN LAGOS HAS A SALES FORCE DEPARTMENT WHICH DOES QUITE A GOOD JOB OF PROMOTING ITS PRODUCTS. SO, WHY SPEND DOLS 600 FOR A 30-MINUTE SLOT IN A TECHNICAL SALES SEMINAR WHEN HE COULD NOT ADEQUATELY COVER THE FULL RANGE OF IBMS PRODUCT LINE, AND WHEN HE DOES NOT HAVE ANY ASSURANCE THAT THE PEOPLE ATTENDING ARE THE ONES HE WANTS TO SEE. SECONDLY, MR. JONES CLAIMED THAT NIGERIA IS AN OVERHEATED ECONOMY AND THEY ARE NOT REALLY INTERESTED IN PROMOTING SALES, ESPECIALLY IN THE HINTERLANDS--TOO MANY SERVICING PROBLMES. HOWEVER, HE DID SEE A POSSIBILITY OF PROMOTING ONE OF HIS OFFICE EQUIPMENT PRODUCTS (THE ROAD-RUNNER). THEY WILL MAKE A FINAL DECISION NEXT WEEK.

2. THE RESPONSE FROM MIKE BARNETT, MARKETING MANAGER FOR RANK ZEROX, WAS QUITE THE NAME. HE SEES THIS TECHNICAL SALES SEMINAR AS BEING USEFUL TO THOSE COMPANIES THAT ARE NOT ALREADY ESTABLISHED IN NIGERIA, BUT FOR COMPANIES WHICH ARE WELL ESTABLISHED IN THE COUNTRY--HE COULD NOT REALLY SEE ITS UTILITY. HE PARTICULARLY

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PAGE 02 LAGOS 04770 231452Z

COULD NOT SEE PAYING DOLS 600 FOR THE SEMINAR. HE CLAIMED HE COULD

NOT BE ASSURED OF THE APPROPRIATE PARTICIPANTS. HIS SALES PROMOTIONAL DEPARTMENT, AS IBMS, IS QUITE ADEQUATE AND MADE A TREMENDOUS AMOUNT OF HEADQUARTERS IN NIGERIA. FOR INTRODUCING A NEW COMPANY HE SUGGESTS THE PRELIMINARY EXPERIMENT COULD BE USEFUL, BUT FOR ALREADY ESTABLISHED COMPANIES HE COULD NOT SEE THE UTILITY. RANK HAS MADE NO FINAL DECISION.

3. EMBOFF IS GETTING SIMILAR RESPONSE FROM CDC, NCR, AND A.B. DICK. WILL KEEP YOU INFORMED.
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